

VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE

(An Autonomous Institution affiliated to Madurai Kamaraj University)

(Re-accredited with 'A' grade by NAAC)

VIRUDHUNAGAR – 626001

LOW COST ACCESS TO HIGH QUALITY EDUCATION

EDUCATION * DISCIPLINE * CULTURE



MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAM

(Approved by AICTE, New Delhi)

Courses Offered BBA (SF), MBA

Prospectus

2023-2024

No DONATION
CAPITATION

Phone : (04562) 280154

Mobile: 94425 47994

95979 03454

E - mail : mba@vhnsnc.edu.in

Web : www.vhnsnc.edu.in

We Facilitate Learning

Virudhunagar Hindu Nadars' Senthikumara Nadar Collage was founded in the glorious year of our Independence, 1947. The aim of this college is to provide value- based quality education to the backward and deserving students of Virudhunagar and its vicinity. This college is an Autonomous Institution affiliated to Madurai Kamaraj University and has been producing eminent scholars, able administrators and outstanding sports persons for the past Seventy-Four years.



DEPARTMENT OF MANAGEMENT STUDIES

MBA Programme was started in 1995 with the approval of AICTE, New Delhi and is affiliated to the Madurai Kamaraj University. The faculty of management studies course to a “Centre for Excellence with a Difference”. The Department aims to become a premier school of management of national standards with emphasis on Indian philosophy and ethos. Striving towards human excellence. Motivation for achieving excellence is the watchword of M.B.A programme.



It is a well-structured rigorous quality programme following the semester pattern and conducted under the active guidance of faculty consisting of experienced academicians and management professionals. Inputs are provided to enable the students to gain an in depth knowledge and understanding in the chosen area of specialization so as to develop core competence.

PROGRAMME OBJECTIVES

- To educate students in theory and practice of management, demanding active students' participation. ➤ To bridge the gap between University Education and Industry.
- To train students to participate in various activities as individuals and group in order to enable them to develop courage, integrity and creativity, self-esteem and to develop leadership skills.
- To establish skills and attitude which are useful the students in their future career.

PROGRAMME CONTENTS

The full time MBA programme is divided into 4 semesters in two years.

FIRST YEAR: there are five core courses in each of the I and II semesters along with one workshop course in each semester covering life skills and managerial skills.

SECOND YEAR: III semester: -There are 3 Core Courses, 2 Major electives and one Minor elective. In addition, there is on Workshop Course on Employability Skills. Electives are offered in all the Five Functional streams Finance, Human Resources, Marketing, Production and Systems with a choice of 6 electives under each Functional stream.



Final project for a duration of 6 weeks during the IV Semester. Students also have to take Viva – Voce Examination for the Final Project at the time of Completion.

LEARNING RESOURCES CENTRE

Spacious and well-stocked Library has an impressive of more than 5000 volumes of Management Books, 17 National Journals, International Journals and many e-journals accessed through DELNET.

COMPUTER FACILITIES

The department has an exclusive Computer Lab with 50 mbps leased line connectively through Wi-Fi throughout the day. Faculty and students classrooms through Wi-Fi link, MOODLE platform is used in the Department for network based learning environment.



PLACEMENT CELL

Headed by a full time Placement cum Training Officer, this cell is actively functioning to train and place the students. Campus interviews are organized students and placed all students in reputed company. Some of the well-known recruiters are.

- ❖ IDBI Federal Insurance, Coimbatore.
- ❖ Theme English Academy, Chennai.
- ❖ Institute of Language Management (ILM)
- ❖ SBI Life Insurance
- ❖ Bull Academy & IT Services, Sattur.
- ❖ Innovators Group, Chennai.
- ❖ Tamilnadu Mercantile Bank.



LANGUAGE LAB

The college has a well-equipped Language Lab for enhancing communications skills of the students and the students are trained from I semester onwards.

H – TEL

A separate Hub functioning for technology enhanced learning.

- ❖ Gallery Type state of the art Air-conditioned class rooms with LCD Projector and Audio-visual support.
- ❖ Air-conditioned Multimedia Conference Hall.
- ❖ Hygienic Drinking Water.
- ❖ Uninterrupted power supply through auto power restoration. Separate Hostel facility for Boys and Girls within the campus.
- ❖ Well-experienced and Qualified Faculty Team.
- ❖ Special Communication and Personality Development Classes by in-house professionals.
- ❖ MOU with Leading Corporates.
- ❖ Periodic industrial visits



UNIQUE FEATURES

- ❖ Regular classes on aptitude skills and English communication.
- ❖ Off campus training program
- ❖ Intercollegiate management Meet-“MOTO”
- ❖ Sales event – “Mercuralia to develop marketing skills of students.

INSPIRE MOTIVATE TRANSFORM

ELIGIBILITY:

Applicants should be a Graduate or a Post – Graduate degree holder in Arts, science, Commerce, Engineering or Social Science , candidates appearing for the final semester examination are also eligible to apply. The admission will , however, be provisional till they produce proof of having eligibility as per the above criteria.

HOW TO APPLY?

The application and prospectus can be obtained from the college office on payment of Rs.400/- (inclusive Registration Fee). Outstation candidates may obtain the application forms by sending a request letter and an amount of Rs.425/- by demand draft drawn in favour of the

“TREASURER ,Self-Financing Courses,

V.H.N.S.N.College, Virudhunagar”

The application may also be downloaded from the college website. The downloaded application form should be filled in correctly and submitted along with the registration fee Rs.400/-

The application form should be filled in correctly by the candidate in his/her own handwriting and submitted to the principal along with the photo copies of the following certificate and one self-addressed envelope (24 * 12 cm, size) affixing stamps for Rs.5/-

COPIES OF THE CERTIFICATES TO BE ENCLOSED:

- Mark statement of basic qualification (Upto V/VI semester for those who are waiting for final semester results).
- Community certificate
- Conduct certificate iv. Transfer certificate
- Attendance certificate
- UG Mark statement (Upto V/VI semester)
- Candidate Bank A/c Pass Book Front page (Photo Copy)

SELECTION PROCEDURE:

Admission will be based on the scores of AICTE-CET/TANCET/MAT/CET followed by Group Discussion and Personal Interview.

FEE :

NO CAPITATION FEE. Scholarships are available for meritorious students.

The candidates who have passed their qualifying examination in other University/Body within India should remit an additional amount of Rs.315/- (Rs.250/- for recognition fee, Rs.50/- for University entrance fee and Rs.15/- for cost of application).

HOSTEL/COLLEGE BUS FACILITY:

Separate Hostel facility for boys and girls is available. Admitted students have to apply separately for Hostel accommodation and admission in the Hotel, will be as per the Hostel Rules and Regulation **College Bus facilities is available for women students.**

Purified drinking water is provided inside the college campus.

CANTEEN:

A Canteen run by the management of our college is providing hygienic food items for the welfare of the students at cheaper rate. Photocopies can be taken and Record Note Books, Stationery Materials are also available.



WISH YOU ALL GOOD EDUCATION – WITH DISCIPLINE AND CULTURE

Dr. R. PALANIAPPAN, MCA., M.Phil., Phd.,
Programe coordinator – SF courses

M.D. SARPPARAJAN, BBA.,
Secretary & Correspondent

DR. P. SUNDARA PANDIAN, M.COM., M.A MBA., M.A., M.Sc., M.Phil., Phd., PGDPMIR., PGDCA
Principal